



# EMPORION

NOVEMBER 2006 | EUROPEAN ASSOCIATION OF THE BEST TRADITIONAL AND FOOD MARKETS

## TOGETHER TO PROMOTE THE BEST FOOD MARKETS

### **A** better health for the European

citizens, based on a diet composed of fresh daily products bought in a city food market. That's the main challenge of the new association EMPORION, launched by the best traditional and food markets of Europe and their municipalities.

"Markets promote sustainable cities and contribute to the social cohesion in the areas they belong to. Moreover, the proximity of commerce the markets represent allow better human relations" stays Mr. Jordi Portabella, EMPORION Chairman.

EMPORION was created in Barcelona, the capital of Catalonia, to promote a Europe where citizens can regularly use their city food and traditional markets as the best way to buy fresh products and traditional crafts. ■



Barcelona hosted the congress where EMPORION was created.

# QUALITY MARKETS FOR A HEALTHY EUROPE



**EMPORION** is an association created by the most significant markets of five European cities which have decided to work together in order to achieve shared aims. The Association founding members are **La Boqueria** in Barcelona, **Porta Palazzo** in Turin, **Központi Vásárcsarnok** in Budapest, **Borough Market** in London, the **Markets of Lyon and the municipalities of Budapest, Torino and Barcelona**. These are five well renowned and relevant markets in their own cities. All of them have not only a historical reputation as alimentary centres but also as meeting points.

Moreover, their privileged locations have made of them sightseeing landmarks, where every year thousands of people come in order to visit them, buy their products and learn about the cities.

**EMPORION has fixed as its main goal the creation of an European network, the transfer of best practices and knowledge among its members and the lobby to promote the modernisation of the traditional markets.**

## 1. Központi Vásárcsarnok

Is the main marketplace in Hungary. With a 10,000 m<sup>2</sup> shopping area, is a global reference of how markets get redesigned and renovated with this new century. It is located in a huge monumental brick built building, with two neogothic towers on its roof, which is covered by red tiles, typical of the 19th Century Industrial Architecture. It was designed by Samu Petz.

This centenary market was thoroughly rebuilt eleven years ago, restoring the historic art-nouveau building and modernizing its infrastructures, its tenant mix and its services.

The market is equipped with an underground loading and unloading system, which brings the products to the inner markets directly from the Danube's docks with the latest generation freight transportation system. Budapest has 15 more marketplaces, some of which are also art-nouveau and redesigned.

## 2. Porta Palazzo

Is the largest marketplace in Europe. Located at Piazza della Repubblica, there is a wide range of shopping opportunities: clothes, electrical appliances and of course, fresh food. But the fair balance between prices and quality is indeed the main appeal for a huge amount of clients that buy there everyday.

Porta Palazzo is nowadays the largest open air market in Europe with around 1000 alimentary products stalls. Saturday is the most crowded day for the market, when more than one hundred thousand people may visit it.

The attraction caused by such a huge trading area is enormous: waves of Italian immigrants arrived in the city due to the economical and industrial boom that Turin experienced during the 60s.

## 3. La Boqueria

Was founded in 1836 and belongs to the group of markets that existed in Barcelona before the city annexed the surrounding little villages. 1914 was the year when La Boqueria was eventually covered in its present location. Its exceptional location has made of it a very special and distinct market among the others. The nearby Rambla cause an incessant flow of citizens and tourists wandering and buying through its corridors. Such a fact has consequently favoured a wide variety of food supplies. Furthermore, the great number of immigrants in the areas of El Raval and Ciutat Vella has led to the opening of imported products stalls from their different countries, which coexist with the most locally-based stalls. Likely to be the most emblematic marketplace in the city, it is certainly a must for tourists.

## 4. Borough Market

Is managed by 16 Trustees and run by a small team of office staff and Beadles who look after security. The Trust is governed by acts of parliament dating back to the 18th century. In 1999 the Market was registered as a charity. The Market comprises three main elements. While historically focused around a wholesale fruit and vegetable market, in recent years a weekly fine food retail market has been established. The third strand of our operations involves management of a number of shops specialising in food retailing.

## 5. Lyon

has a total amount of 26 temporary and permanent marketplaces. There are many types: food markets, flower markets, book markets, craftwork markets. To be highlighted are the four biological products markets and the large covered market Les Halles, within which 60 different stalls can be found. ■



# EMPORION: A NEW EUROPEAN MARKET ASSOCIATION

**F**ive distinguished European cities with five of the most important markets in Europe have joined to create the first European Market Association. Porta Palazzo Market in Turin, Központi Vásárcsarnok in Budapest, Borough Market in London, the Markets of Lyon and La Boqueria Market in Barcelona are the founding members of the new European Market Association, EMPORION. The organization is created on the basis of promoting the place markets have in our societies and the role they play in the European building process.

EMPORION was created in Barcelona on the 23rd January 2006 in the historic building Casa de la Convalescència, an event which gathered more than 400 people. Representatives from the five founding members signed the Memorandum of Association, which was the starting shot for the entity.

***EMPORION's Memorandum of Association signing event showed the optimism and the trust the five founding members had placed in the agreement.***

They all declared their wish of being able to strengthen the power of traditional markets in front of the European Union Official Institutions with the help provided by their Association.



Signatories of the Memorandum were Rinaldo Bontempi, representative of the Turin's Town Hall; Akos Denes, Director of Központi Vásárcsarnok Market in Budapest; Simone Crofton, Manager of Borough Market in London; Alain Châtelet, President of the Market Association of Lyon; Manel

Ripoll, President of La Boqueria Traders Association; and Jordi Portabella, President of the Barcelona's Markets Institute. Portabella, who was appointed first President of EMPORION, stated his hope about more European markets joining soon the Association. ■



## EMPORION establishes in London its 2006 agenda

EMPORION Association's Board of Directors meeting, formed by the best markets in Europe and chaired by Barcelona and its Mercat de la Boqueria, took place in London on the 1st May 2006, coinciding with Borough Market 250th anniversary, one of its founding members. EMPORION members, association formed by the best traditional food markets in Europe, met at Borough Market in London in order to study the new association's agenda.

The launching of a website with detailed information about top-markets in Europe and advice and ideas in order to make the markets even better is one of the projects already underway. Furthermore, it was agreed to hold the official presentation of the Association to the European Parliament and the European Commission in the following months.

Representatives from markets in Budapest, London, Barcelona and Turin took part in the meeting. Representatives of Bradford market also attended the meeting, since they are highly interested in being part of the Association.

EMPORION's Board of Directors was welcomed by Southwark Borough Council Leader Vicky Naish and her team, who offered them a welcome dinner at Oxo Tower.

BRINDISA, a Spanish products stall with a restaurant located in Borough Market, offered the Association delegates a selection of fine quality products.

***EMPORION was created in February 2006 in Barcelona and it is currently chaired by Mercats de Barcelona and La Boqueria Market. Its main goal is to represent first-class European markets in front of the European Institutions in order to promote traditional food markets.***



**Jordi Portabella**  
President of EMPORION  
Deputy Mayor of Barcelona

## BUILDING UP A NEW EUROPE

Throughout the history of Europe the food markets have been key pieces in the articulation of the cities. We have proof since the times of the ancient Greeks, who created markets and commercial colonies all the way round the perimeter of the Mediterranean probably establishing the first powerful commercial hinterland in this area. During medieval times, the markets made the urban nucleuses grow, and were characterised as marketplaces not only in the commercial sense but also as forums for meeting and the exchange of ideas, customs and traditions. Industrialisation allowed many markets to be covered, being accommodated in buildings provided with modern instruments for their commercialisation. Modernism, under the name of art deco, jugendstil, sezession or in any other way, meant that some of them have lasted until today as architectural jewels that should be protected as part of our common heritage.

From the 70s and 80s of the 20th century onwards, the markets started to realise that they needed a new renovating boost, which allowed them to continue to be leaders in the provision of food for the citizens. There appeared new competitors who turned the challenge of a transformation into a need. This is understood in many places around Europe, such as Turin, Budapest, Barcelona, London and other cities. The alliance between the traders and the public powers has made it possible to progress in many of these cases.

Now, fully into the 21st century, the traditional food markets are once again living an important moment. The citizens have understood that to buy their food from a market is a guarantee in terms of caring for their health and that of their children. The best restaurants buy the best food for themselves from the markets. Furthermore, the public powers, led by the local administration, have decided to wholly back the markets and their modernisation. The markets are an important element in the economic promotion of the cities. When they are modernised, they provoke beneficial effects in their urban area of influence. Transforming the markets means transforming the cities and this fosters social cohesion and participation, as well as continuing to be an important agent for health and social welfare.

## NEWS

### THE MAYOR OF BUDAPEST VISITS LA BOQUERIA MARKET

A delegation from Budapest's Town Hall led by the Mayor of the Hungarian capital, Gábor Demszky, visited on Friday the 2nd June 2006 La Boqueria.

Demszky was received by Jordi Torrades, Manager of the Institut de Mercats de Barcelona (Barcelona's Markets Institute), and Manel Ripoll, President of the Associació de Comerciants del Mercat (Boqueria Traders Association).



They both accompanied him on his visit to the different stalls of this emblematic market. The Mayor of Budapest was very interested in the diversity, variety and quality of the products offered in La Boqueria, as well as in the different services provided, such as parking facilities or gastronomic lessons.

### BOQUERIA AND BOROUGH: TWINNED MARKETS



La Boqueria Market in Barcelona and Borough Market in London have signed an agreement to become twin markets in order to ease the relationship and bilateral exchanges between the major markets of Catalonia and England.

The agreement was signed on the 29th April 2006 within the framework of Borough Market's 250th Anniversary, the most ancient market in London. The event took place in the Market itself, located on South Bank, near St. Paul's Cathedral.

On the occasion of the 250th anniversary, distinct stall owners from La Boqueria and a variety of suppliers of Barcelona's Markets exposed their products in the London historic market. London guests responded so enthusiastically to the tasting of Barcelona's products, that the suppliers rapidly ran out of them.

### TURIN AND BARCELONA PROMOTE THE MARKETS OF EUROPE

The mayor of Turin, Sergio Chiamparino, and the president of Mercats de Barcelona, Jordi Portabella, signed on October 14, 2005 an Institutional Declaration to stimulate the agreement between Barcelona, Lyon and Torino about economic promotion and municipal markets.



The agreement allowed to multiply the contacts and relations between the markets of the capital of the Piemonte and Barcelona, and between the markets of Porta Palazzo and of The Boqueria, and also agree to collaborate.



**Rinaldo Bontempi**

## NETWORKING TO IMPROVE THE MARKETS

The gap existing between the market practice, fortunately still spread all around the Mediterranean area, and its too weak institutional representation, has always made me think a lot. Nevertheless, markets are universal institutions, ruled by regulations and patterns very similar in all the human cultures. Its unique characteristic comes from the conjugation of several elements who create the market system: people, products, places and territories.

Moreover, they represent a cohabitation laboratory and a wonderful place of human relations intertwined with the products exchange, which necessarily create a place of sensations (made of colours and scents, artistic inspiration and tourist attraction).

The birth of the European Markets Association, prepared by the twinning among the Barcelona market, La Boqueria, and the Turin market, Porta Palazzo (October 2005), represents a unique chance for the European re-launching of the market culture and its promotion as a concrete institution following a defence and reinforcing path based on continuous exchanging and innovating processes.

Obviously, as far as I am concerned, this European network must be also an occasion for power, qualify, valorise and help all the city markets (Turin has 42 markets, a European record with the city of Barcelona, and it is one of the cities where the Municipality has invested with foresight on this sector) but also those of little towns, some of them really important for the daily economy of their city-dwellers.

To back and sustain this philosophy, it is important to build and follow a well-integrated and multidisciplinary system. Themes as territorial development projects through markets, the strategic alliance among producers and markets, the markets insertion on the urban plans, their role on the collective restoration, their tourist impact and the idea of markets as cultural goods, will be an important stimulus for Turin, that could play a crucial role on quality and innovation.

## EMPORION

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